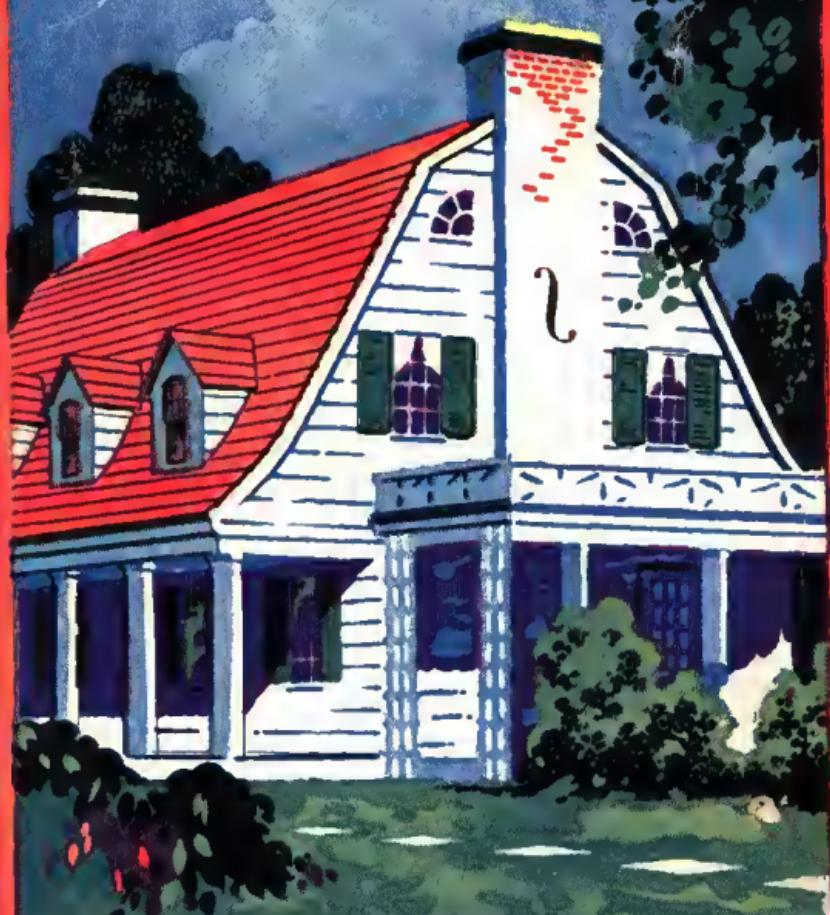


# BAY STATE

*Liquid*  
**HOUSE PAINT**



MADE BY  
**WADSWORTH, HOWLAND & CO., INC.**  
**BOSTON, MASS.**  
founded in 1845

TRADE  
MARK

Reg. U.S. Pat. Off.

## Bay State Products

WHETHER you're painting your house or enameling a chair, there is a Bay State Paint and Varnish Product especially designed for that particular job—and perfected in the great Bay State laboratories to do that job as well as it can be done.

For Sale by

MADE BY  
**WADSWORTH, HOWLAND & CO., Inc.**  
BOSTON



# BAY

No. 328		515 Colonial Ivory
No. 300		308 Cream
No. 522		323 Yellow Buff
No. 310		328 Warm Buff
No. 535		325 Light Canary
No. 501		317 Terra Cotta
No. 515		535 Oak Brown
No. 328		501 Tobacco Brown

1528. Outside White. (Gloss).  
A beautiful clear white. Has that  
real oil gloss, so much desired. A  
natural heavy bodied painter's paint.

# STATE LIQUID

No. \*331



519  
Light  
Gray

No. 463



307  
Pearl

Ceilings Only

for outside use

No. 333

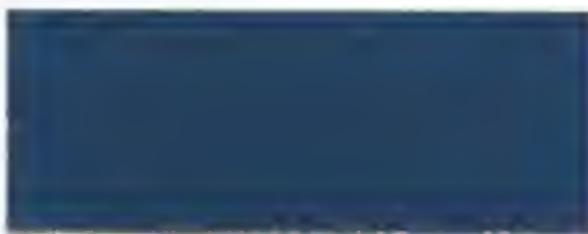
No. 313

No. 313

Trim Colors  
No. 313



524  
Light  
Blue



\*525  
Dark  
Blue



389  
Yellow  
Drab



301  
Light  
Drab



465  
Pure  
Gray



313  
French  
Gray

## UNDERCOATS

1539. **White.** To be used as a foundation for 1528, Outside White.  
1540. **Buff.** To be used under Ivories, Creams, Yellows, Buffs, Browns and Reds.

1541. **Gray.** To be used under Grays, Blues, Greens and Blacks.

COLORS MARKED \* ARE HIGHER IN PRICE

Suggested  
Color  
No. 328

# WID HOUSE P

Suggested Trim Colors	No. 328			305 Iron Brown
Suggested Trim Colors	No. 321			327 Inside White.
Suggested Trim Colors	No. 315			310 Pompeian Red
Suggested Trim Colors	No. 308			365 Oxide Red
Not intended for outside use	No. 310			388 Freestone
Not intended for outside use	No. 501			522 Colonial Brown
Not intended for outside use	No. 310			312 Flesh Tint
Not intended for outside use	No. 398			517 Greenish Yellow

527. Inside White.  
531. Flat White.  
532. Inside Gloss White.

# PAINT



		*520 New Green
		*303 Azure Green
		300 Pilgrim Green
		398 Maple Green
		534 Moss Green
		*331 Emerald Green
		530 Golden Star Green
		360 Olive Green

529. Black. (A Full Oil Gloss Black.) Good for slow drying work where an extremely durable finish is required.

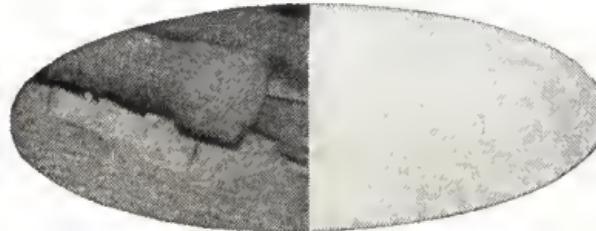
## AVOID THESE 4 PAINT EVILS



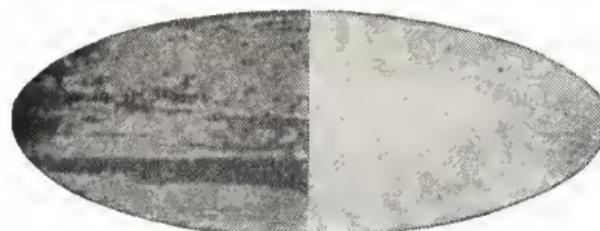
**CHECKING.** Oil-thirsty wood or old paint robs conventional paint of its life. But Bay State oils stay in the paint film. Keep it young and fresh looking.



**CRACKING.** Second step to destruction. Elasticity gone, checks open wide. But the Bay State film retains its resiliency.



**PEELING.** Sun and moisture do the rest. You've seen it...conventional paint literally falls off your house. Bay State wears, instead, by slow, even chalking.



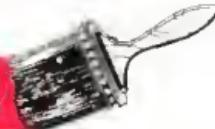
**FADING.** Sun bleaches out and fades conventional paints quickly. But the new Bay State House-Paint System fights those destructive sun-rays.

## DAZZLING WHITENESS

The new Bay State White top-coat has amazing hiding power... produces a finish that is actually whiter than new fallen snow... with a surface that stays smooth—offers no place for dirt or soot to lodge.

When you use the new Bay State two-coat system, you not only cut your paint bills 50%, but that freshly painted look lasts longer.

**USE A BAY STATE SUPERKLEEN BRUSH  
FOR A GOOD HOUSE PAINT JOB!**



# NEW BAY STATE SYSTEM CUTS HOUSE PAINT BILLS IN HALF

Revolutionary new two-coat paint lasts twice as long—Defies Cracking, Peeling, Fading, Blistering—Laughs at Sun and Weather

**T**HE new Bay State paint *system* upsets tradition.

Now, by using two *different types* of paint (not three coats of the same paint) . . . two coats do a better job than three ever did before. You save one whole coat on new wood. And since this new paint outlasts others 2 to 1, upkeep expense is cut in half.

What is the secret? Two new paints . . . made for two entirely different purposes. An undercoat that seals the wood pores, or the old paint, and builds a solid foundation. A top-coat made from a new pigment. Together, these two paints effectively fight destructive sun-rays.

## PICTURES TELL STORY

### SURFACE OF PAINT

### OIL-SOAKED WOOD PORES



Wood pores act very much like sponges. They rob conventional paint of its oil. Soon it grows brittle and cracks.

### SURFACE OF PAINT

### OIL-FREE WOOD PORES



The Bay State development of Controlled Penetration keeps the oil in the paint film where it belongs as shown in this cross section photograph. This counteracts brittleness and dryness, maintains resiliency.

## BAY STATE BUDGET PLAN

You don't need ready cash. If painting at the moment happens to be a financial burden, don't forget the average home can be painted for approximately \$5.75 per month—labor and material—under the Bay State Budget Plan. Ask your dealer for particulars.



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TECHNOLOGY,  
INTERNATIONAL

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